



London, 12th February

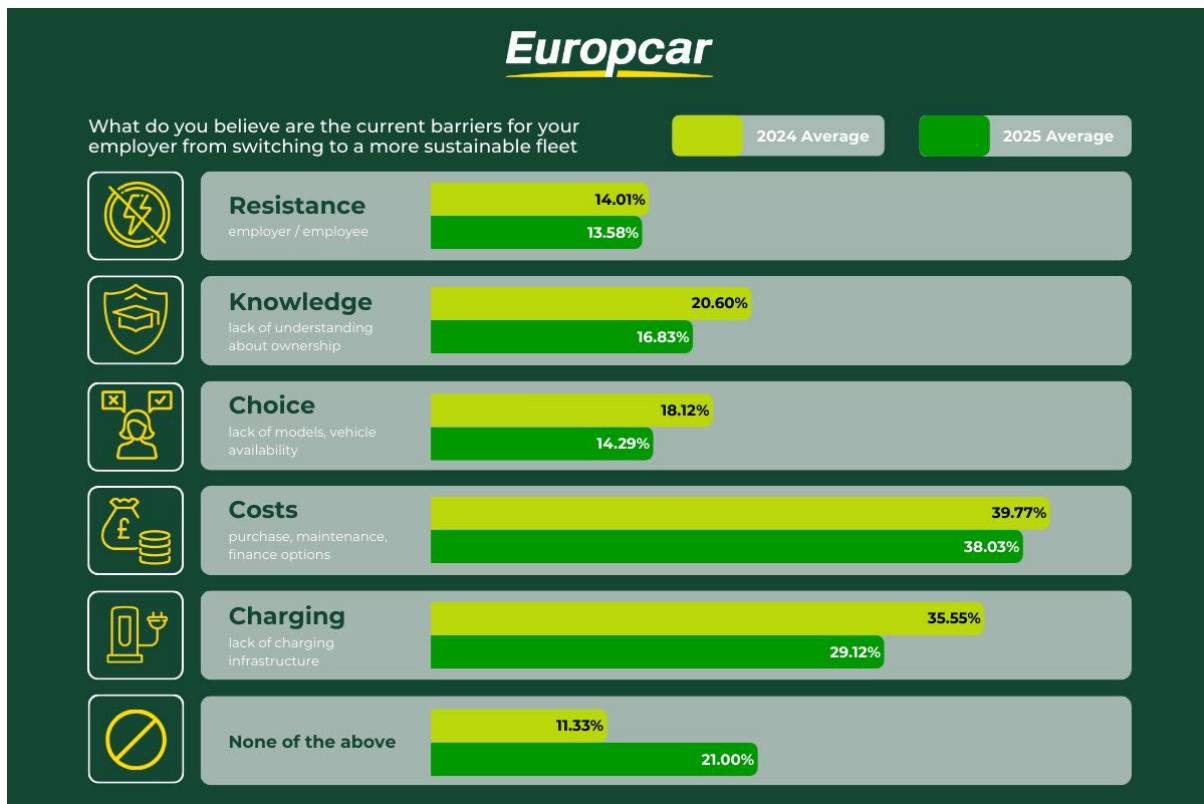
Business driver sentiment towards EV improves

Europcar EV Barometer for 2025 shows barriers are falling away for businesses

The latest analysis of the electric vehicle (EV) barometer from Europcar Mobility Group UK has revealed a positive picture for fleet adoption in 2026. Analysis of data for the whole of 2025 shows that fewer respondents said barriers stood in the way of their employer switching to a more sustainable fleet. 21% saying none of the barriers applied in 2025, compared to 11% in 2024.

Highlights:

- 29% of employees said charging infrastructure held back their employer in 2025, compared to 35.5% in 2024
- Lack of knowledge held back 16.8% last year, down from 20% the year before
- Cost remains a significant barrier, cited by 38% of employees



"It is clear that barriers to switching to EV do still remain for many businesses, but it is very encouraging to see overall perceptions moving in the right direction," commented Tom Middleditch, Sustainability spokesperson at Europcar. "The improvements in UK-wide charging infrastructure, better understanding of the reality of electric driving and the growing range of vehicle options available are having a positive impact. As adoption increases, more positive experiences are shared, leading to more drivers being reassured and willing to try zero tailpipe emissions driving.

"In our experience, when drivers get behind the wheel of an electric car or van, they soon discover many of their initial concerns fall away. And EV rental enables businesses to introduce the new drive train without having to make any long-term commitments."

Europcar is committed to helping businesses run more sustainable fleets, with the continued addition of electric cars and vans to its fleet to suit every use case. With flexible rental, comprehensive handovers and free resources to address common questions and misconceptions about EV motoring, Europcar is helping drivers start their EV journey with confidence and ease.

Helping businesses make the switch to electric driving, Europcar is committed to continually increasing the breadth of choice and growing its zero-emissions fleet to increase vehicle availability to help more businesses find out how electric vans can fit into their business. Customers renting an electric van also gain access to the full suite of Octopus Electroverse features, including a real-time charger map with availability, speed and cost details as well as route planning functionality based on range and chargers along the route.

To help motorists and businesses gain a better understanding of EV life, Europcar regularly updates its free digital EV Guide and [Knowledge Hub](#). The beginner's guide to EVs answers the most common questions and helps drivers make sense of all the buzzwords and acronyms. It also explains how switching to an EV will help save money and reduce emissions. Importantly, the guide covers EV incentives available and details how to charge an EV, including explaining the different types of chargers.



End

Contacts

Press Relations

Wendy Harrison/Cecile Stearn/Clare Watson:
europcarmobilitygroupUK_PR@harrisonsadler.com
020 8977 9132

Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with 75 years of mobility services expertise and a leading position in Europe.

"We help to change the way you move" is what we stand for and brings us together. More than ever, we're committed to delivering simple, seamless, innovative solutions that make mobility easy, enjoyable and increasingly eco-friendly.

To do this, we offer to individuals and businesses a wide range of car and van rental services, be it for a few hours, a few days, a week, a month or more, on-demand or on subscription, relying on a fleet of more than 280.000 vehicles, equipped with the latest engines including an increasing share of electric vehicles.

Our brands address differentiated needs, use cases and expectations: Europcar® - a global leader of car rental and light commercial vehicle rental, Goldcar® - a frontrunner at providing low-cost car rental services in Europe, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

More info: www.europcar-mobility-group.com